

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.
Ad No. 125214 (PACIFIC LIFE INSURANCE CO., INC., 1978) (PRINTED IN U.S.A.)

Your Basic advantage: Aging. We do it twice.



New 6 mg Basic.
It's Double-Aged to give you
more flavor and less tar.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. They're allowed to enrich themselves until they're actually *too* full-flavored for today's smoker.

Then—and only then—we take out tar. Take it all the way down to 6 mg. But since Basic starts with so much flavor, there's still plenty of flavor left.

That's the Basic idea. Flavor. With only 6 mg tar.

Get down to Basics.

Double-Aged Tobacco. Only 6 mg tar.
Also Available in 100's.

Kings: 8 mg "tar," 0.8 mg nicotine—
100's: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.

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